

## CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<b>Contract / Revision</b> 568972 /		<b>Alt Order #</b> 07898058
<b>Product</b> RNC		
<b>Contract Dates</b> 08/18/12 - 08/24/12		<b>Estimate #</b> 20/446/3038
<b>Advertiser</b> Republican National Committee		<b>Original Date / Revision</b> 08/17/12 / 08/17/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Jamie Andrus	<b>Sales Office</b> Washington, D.C.
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8380	<b>Advertiser Code</b> 20	<b>Product Code</b> 446
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	08/20/12	08/24/12	NewsChannel 3 News	5-6am		:30			NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				5	\$240.00			
N 2	3	08/20/12	08/24/12	CBS This Morning	7-9a		:30			NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				5	\$280.00			
N 3	3	08/19/12	08/19/12	CBS Sunday Morning	9-1030am		:30			NM	3	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				3	\$485.00			
√ 4	3	08/20/12	08/24/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1--1--				2	\$415.00			
√ 5	3	08/20/12	08/24/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	1-1-1--				3	\$280.00			
√ 6	3	08/20/12	08/24/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	1-1----				2	\$465.00			
√ 7	3	08/20/12	08/24/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-1---				2	\$435.00			
√ 8	3	08/20/12	08/24/12	Newschannel 3 News	6-630pm		:30			NM	5	\$2,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				5	\$505.00			
√ 9	3	08/18/12	08/18/12	Newschannel 3 News	6-630pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$170.00			
√ 10	3	08/19/12	08/19/12	Newschannel 3 News	630-7pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$200.00			
√ 11	3	08/21/12	08/21/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$2,060.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
568972 /	07898058

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/18/12 - 08/24/12	RNC	20/446/3038

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican National Com	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	3	08/23/12	08/23/12	Thursday Prime	8-9pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$1,785.00			
N 13	3	08/24/12	08/24/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$1,375.00			
N 14	3	08/18/12	08/18/12	Redskins Preseason	4p-1xm		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				2	\$1,250.00			
N 15	3	08/19/12	08/19/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,785.00			
N 16	3	08/19/12	08/19/12	Sunday Prime	9-10pm		:30			NM	1	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,515.00			
V 17	3	08/20/12	08/24/12	Late News (M-F)	11-1135p		:30			NM	6	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				5	\$760.00			
V 18	3	08/18/12	08/18/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$515.00			
V 19	3	08/19/12	08/19/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$515.00			
V 20	3	08/20/12	08/24/12	Late Night with David Letterman	1135pm-1235am		:30			NM	5	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				6	\$235.00			
V 21	3	08/20/12	08/24/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				5	\$70.00			
V 22	3	08/18/12	08/18/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$70.00			
V 23	3	08/21/12	08/24/12	Overnight Rotator	430-459am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				1	\$35.00			
<b>Totals</b>											<b>55</b>	<b>\$27,900.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/24/12	55	\$27,900.00	\$23,715.00
<b>Totals</b>	<b>55</b>	<b>\$27,900.00</b>	<b>\$23,715.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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